

Message Text

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PAGE 01 OTTAWA 03742 171626Z

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-04 H-02 INR-07 L-03

NSAE-00 NSC-05 PA-01 PRS-01 SP-02 SS-15 USIA-06 SSC-01

COME-00 EB-07 /067 W

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R 171547Z SEP 76

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 1086

C O N F I D E N T I A L OTTAWA 3742

E.O. 11652: GDS

TAGS: PINT, PGOV, CA

SUBJ: LEONARD S. MARCHAND NAMED NEW MINISTER OF STATE
FOR SMALL BUSINESS

REF: OTTAWA 3705

1. LEONARD MARCHAND WAS SEPTEMBER 14, NAMED MINISTER
OF STATE FOR SMALL BUSINESS UNDER MIN OF INDUSTRY,
TRADE AND COMMERCE (ITC). FOLLOWING IS RELEVANT
BIOGRAPHIC INFORMATION.

2. LIBERAL MP - KAMLOOPS-CARIBOO. BORN NOV 16, 1933
AT BERNON, B.C. EDUCATED AT OKANAGAN INDIAN DAY SCHOOL,
VERNON, KAMLOOPS INDIAN RESIDENTIAL SCHOOL, VERNON HS,
UNIV OF B.C. AND UNIV OF IDAHO. MARRIED WITH ONE SON
AND ONE DAUGHTER. AN AGRICULTURAL RESEARCH SCIENTIST.
RESEARCH SCIENTIST, KAMLOOPS RESEARCH STATION 1960-65.
SPECIAL ASST TO HON J. P. NICHOLSON 1965 AND HON
ARTHUR LAING 1966-68. FIRST ELECTED TO HOUSE OF
COMMONS GEN ELEC 1968. APPOINTED PARLIAMENTARY
SECRETARY TO MIN OF INDIAN AFFAIRS AND NORTHERN
DEVELOPMENT, 1972. APPOINTED PARLIAMENTARY SECRE-
TARY TO MIN OF THE ENVIRONMENT, 1974.

3. COMMENT: MARCHAND'S APPOINTMENT TO THE SMALL
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PAGE 02 OTTAWA 03742 171626Z

BUSINESS PORTFOLIO WAS ONE OF THE MAJOR SURPRISES

OF THE SEPT 14 CABINET SHUFFLE, PRIMARILY BECAUSE HE HAS NO DISCERNIBLE EXPERIENCE IN BUSINESS. IN PARLIAMENT, HIS MAJOR INTEREST HAVE BEEN IN ECOLOGY AND IN THE RIGHTS OF NATIVE PEOPLE. AN OKANAGAN INDIAN, MARCHAND IS KNOWN AS "THE GIANT-KILLER" IN HIS RIDING OF KAMLOOPS-CARIBOO BECAUSE OF HIS VICTORY IN THE 1968 ELECTIONS OVER PROGRESSIVE CONSERVATIVE (PC) DAVIE FULTON, A PC POWERHOUSE WHO HAD HELD THE SEAT FOR 23. YEARS. A SMALL AND SOFT-SPOKEN MAN, MARCHAND HAS BEEN AMONG THOSE LIBERAL BACKBENCHERS SEEN BUT NOT HEARD. NONETHELESS, HE IS REPORTEDLY A HARD WORKER AND, DESPITE HIS UNFAMILIARITY WITH HIS NEW DUTIES, IT IS PREMATURE TO PREDICT THE DEGREE OF SUCCESS HE WILL HAVE IN THAT PORTFOLIO.

ENDERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BIOGRAPHIC INFORMATION, CABINET, PERSONNEL ASSIGNMENTS, SMALL BUSINESS
Control Number: n/a
Copy: SINGLE
Draft Date: 17 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: GolinoFR
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976OTTAWA03742
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: GS
Errors: N/A
Film Number: D760353-0231
From: OTTAWA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760949/aaaabp1g.tel
Line Count: 77
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: 76 OTTAWA 3705
Review Action: RELEASED, APPROVED
Review Authority: GolinoFR
Review Comment: n/a
Review Content Flags:
Review Date: 13 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 APR 2004 by greeneet>; APPROVED <14 APR 2004 by GolinoFR>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: LEONARD S. MARCHAND NAMED NEW MINISTER OF STATE FOR SMALL BUSINESS
TAGS: PINT, PGOV, CA, (MRCHAND, LEONARD S)
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006